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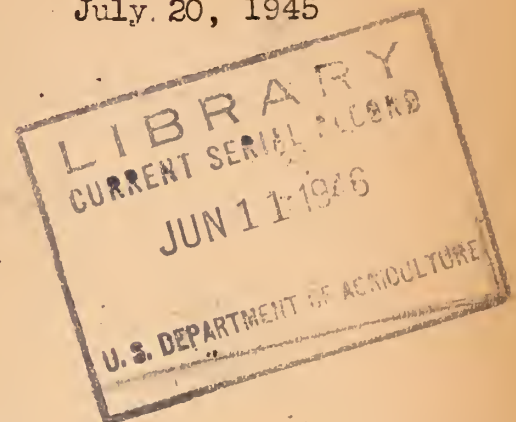
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UNITED STATES DEPARTMENT OF AGRICULTURE
OFFICE OF MARKETING SERVICES
WASHINGTON, 25, D. C.

July 20, 1945

FRUIT AND VEGETABLE BRANCH
ADMINISTRATIVE LETTER No. 35

ADMINISTRATIVE SERVICES SECTION



APPROPRIATION 128015.1200

Please refer to "Schedule of Collections," page 5 of Administrative Letter No. 33, dated July 2, 1945.

In all cases, the title for Appropriation 128015.1200, when used in connection with collections, should be "Deposit of Fees, Inspection and Grading of Farm Products, Agricultural Marketing Administration."

The title as indicated in the Administrative Letter, "Expenses and Refunds, Inspection and Grading of Farm Products, Agricultural Marketing Administration" is to be used only in connection with disbursements.

W. C. Hasbrouck
Administrative Officer

FRESH PRODUCTS STANDARDIZATION AND INSPECTION DIVISION

SHIPPING POINT INSPECTION APPLE CIRCULAR

F. E. Bailey of Yakima, Washington, advises that he has a surplus supply of SPI apple circulars issued November 10, 1943 at Washington, D. C. If any office needs any of these circulars they can write direct to Mr. Bailey at P.O. Box 1345, Yakima, for them.

E. E. Conklin, Chief

MARKET NEWS DIVISION

PRICE RANGES

The question of price ranges has been a prime consideration in market reporting for years. For some commodities and in some markets a narrow price range can be maintained while in other cases a wide range seems unavoidable. No hard and fast rule can be laid down as to when a price range is too wide but it should always be remembered that the closer the limits on price ranges the more valuable the quotations.

If wide price ranges cannot be avoided a "mostly" figure should also be shown. A range such as "\$3.00-4.00" means little, but if it can't be avoided it becomes tremendously more valuable as "\$3.00-4.00, mostly \$3.60-3.75", or better still "\$3.00-4.00, mostly \$3.65".

If necessary quality or condition qualifications should be used to bring ranges within narrower limits although such qualifying terms should not be used where not necessary. Brevity of reports adds to their effectiveness provided pertinent information is not omitted. Grade should, of course, always be shown on those commodities which are normally marked and sold by grade. The same applies to size where it is a factor in determining price. Some offices have at times quoted peaches this season without reference to grade although it was known a fairly high percentage of the shipments were grading U. S. No. 1. Under such conditions grade terms should always be used.

In addition to the current market news value of our reports to the trade, the many other uses to which they are put statistically, historically, and for claim or legal purposes make it essential that they contain all pertinent information as to grade, size, quality, condition, and any other factors affecting the price and that prices be narrowed down as much as possible by limiting the ranges, and using "mostly" prices where ranges are wide. Market reports should be as definite as it is humanly possible to make them, while still being complete.

CLEANING AND PACKING EQUIPMENT.

Several cases have been reported recently of field equipment having been insecurely tied, improperly packed, or not cleaned before shipment. Lint and dirt should be removed from all machines. All ink should be removed from mimeograph brushes and drums, and a clean pad and stencil with backing attached placed on the drum to prevent leakage. The ink brush on open drum models should be well wrapped. Rubber rolls on folders and mimeographs should be thoroughly cleaned. Proper tying is especially important with typewriters and mimeographs. Above all see that the machine is properly and securely placed in the shipping box and that nothing loose is left in the box which might damage the machine. Special instructions on packing field equipment were issued a couple of years ago. If you failed to receive a copy let us know and we will mail you one.

TEMPORARY FIELD STATIONS

<u>Location</u>	<u>In Charge</u>	<u>Commodity</u>	<u>Probable Opening & Closing Dates</u>
Anna, Ill	L. N. Gillespie	Peaches	Aug. 2 - Aug. 9
Cordele, Ga. Dayton Hotel	R. M. Peterson	Watermelons	June 18 - Aug. 1
Fresno, Calif. Holland Bldg.	J. A. Hunter	Grapes and Cantaloups	July 23 - Nov. 10
Hamlet, N. C.	B. I. Burrell	Peaches	June 25 - July 28
Nashville, Ark.	L. N. Gillespie	Peaches	July 12 - July 28
Phoenix, Ariz. 602 Security Bldg.	E. E. Paulson	Cantaloups	July 5 - Aug. 4
Spartanburg, S. C. 203 P.O. Bldg.	H. F. Willson	Peaches	July 2 - Aug. 4

C. D. Schoolcraft, Chief

FRUIT MARKETING DIVISION

HOT PACK RED SOUR CHERRIES REMOVED FROM PRICE CONTROL

Owing to the fact that the entire 1945 pack of red sour cherries is set aside for purchase by governmental agencies this item has been removed from price control to allow negotiation of price between processors and Government buyers.

The 1945 crop of red sour cherries in the 11 important processing States was estimated by BAE as of July 1 at 37,310 tons as compared with a production of 116,790 tons in 1944 and an average production (1938-43) of 80,250 tons.

War Food Order 133 was issued on June 20 restricting processing of red sour cherries to hot packing and freezing and limiting the freezing of cherries from the 1945 crop to 50 percent of the net quantity frozen by the individual processor in 1944 in the State of New York and to 25 percent of the net quantity frozen in 1944 in all other States.

SOUTHERN PEACHES

Heavy movement of Elberta peaches from South Carolina began July 17

and shipments are expected to be at peak volume the week ending July 28. Volume shipments from Georgia are practically completed, thus an overlap of heavy shipment from Georgia and South Carolina will not occur. These two States will rank first and second respectively in volume of shipments for the 1945 season.

DRIED FRUIT COMMITTEE WILL MEET

The Dried Fruit Industry Advisory Committee will meet in Washington beginning July 30 to confer with representatives of the Office of Price Administration and the Department of Agriculture relative to ceiling prices on 1945 crop dried fruits.

D. F. McMillen, Chief

VEGETABLE MARKETING DIVISION

VEGETABLE MARKETING SITUATION

Both production and prices of summer vegetables generally are at or near ceiling for commodities on which ceilings are in effect. Possible surpluses of a few vegetables have been reported locally in certain areas.

Growers and shippers, particularly in California and other western states, are apprehensive that the shortage of transportation may seriously curtail crop movement. Temporary refrigerator car shortages have been reported although a comparison of carlot movement of vegetables with that of last year does not indicate any large curtailment in volume to date.

VEGETABLE PURCHASE PROGRAM

General Fresh Vegetable Section 32 Purchase Program M-45a, for the period of July to December, 1945, inclusive, was approved July 6. This authorizes purchases of the following fresh vegetables within the limitations of price, grade and other factors provided in the program: lima beans, snap beans, beets, broccoli, cabbage, carrots, corn, kale, peas, rutabagas, spinach, fall and winter squash, and tomatoes. The Office of Marketing Services has the responsibility for originating dockets and specific purchase plans under Section 32 purchase programs. The general policy will be to rely as far as practicable on commercial outlets in marketing vegetable crops. It is expected that all practicable encouragement will be given to commercial movement before recommendations are made for Government purchases. Purchases made under the program will be within the limits of outlets eligible to receive purchases such as school lunch

and relief agencies.

PRICE CEILINGS

The ceiling price on snap beans for fresh market was discontinued, effective July 1, for the months of July, August, and September. The cucumber ceiling will be discontinued August 1 for the months of August and September. The ceiling price regulations on eggplant and peppers expired July 15 and are not scheduled to be reissued until January 1.

FOOD ORDERS

The last remaining permit issuing offices under WFO 120, Irish potatoes, were closed on July 12 and July 14, with removal of the Eastern Shore of Virginia and Kern County, respectively, from the territorial scope of the Order. This releases George Crisp (on leave to July 21) and John Lacey for other assignments. The basic Order remains in effect but currently without territorial application.

SUGAR

Since the first of the month plans have been made to assist canners in procuring sugar for peas, corn, catsup, chili sauce, and soups as well as fruits.

A number of pea canners who were unable to procure sugar have received shipments through this new arrangement and at present a number of corn canners, and canners of tomato products, who have been unable to get sugar are being supplied through our arrangements with the Rationing Division of the OPA. It appears that sugar for canning perishable fruits and vegetables will likely be in sufficient volume to care for minimum needs.

L. S. Fenn, Acting Chief.

PROCESSED PRODUCTS STANDARDIZATION AND INSPECTION DIVISION

DEFINITIONS AND STANDARDS FOR FOOD

Supplies of a memorandum dated June 20, 1945, and entitled "Addition to DEFINITIONS AND STANDARDS FOR FOOD, Food, Drug, and Cosmetic No. 2, issued July, 1944" have been sent to each office for redistribution to each inspector. This addition concerns the definition and standard of identity for canned asparagus packed in asparagus juice. If a copy of this memorandum is not in each inspector's possession, officers-in-

charge may order supplies from Washington.

TEMPORARY OFFICES

Temporary offices have been opened in the following cities:

Bridgeton, N. J.

Radio Center Building, S. Pearl and Water Sts., Telephone 1043

Mrs. Mary T. Armstrong has been placed in charge of this office.

Hanover, Pennsylvania

Box 301, Telephone 4153

Miss Ida B. Breckenridge has been placed in charge of this office.

The office and laboratories of our Winter Haven, Florida office have been moved. The new address is as follows:

Old Postal Arcade Building, 326 Avenue D, Northwest (P.O.Box 860)

Telephones: 29-232 and 29-751

Mr. Arthur R. Pobjecky is in charge of this office.

Mr. G. B. Fehmerling, Jr., is Acting Officer in Charge of our Philadelphia, Pennsylvania office. This action was effective July 1, 1945.

F. L. Southerland, Acting Chief.